

ORDER



KLAS

Orders
Order / Rev: 36854
Alt Order #: 08833337
Product Desc: AMERICAN CROSSROADS
Estimate: 692
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 08/01/12 / 10/01/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	68	\$141,550.00	\$120,317.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$141,550.00	\$120,317.50	0.00
Totals	68	\$141,550.00	\$120,317.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$141,550.00
Market	100%	\$471,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$117,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$23,591.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/02/12	10/05/12	137-237a M-F Elec Plyg&M Electric Playground		137-207a -TWTF-- (1:37 XM-2:37 XM)	:30	4	\$100.00	LV2	0.00	NM	4	\$400.00
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-TWTF--		4		\$100.00		0.00				
E 2	8	10/08/12	10/08/12	137-237a M-F Elec Plyg&M Electric Playground		137-207a M----- (1:37 XM-2:37 XM)	:30	1	\$100.00	LV2	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	10/08/12	10/08/12	630-7p Inside Edition Inside Edition	CM	630-7p	M-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
E 13	8	10/02/12	10/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	4	\$850.00	LV2	0.00	NM	4	\$3,400.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$850.00		0.00			
E 14	8	10/08/12	10/08/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$850.00		0.00			
E 15	8	10/02/12	10/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	4	\$1,500.00	LV2	0.00	NM	4	\$6,000.00
8 NEWS NOW @ 5P & 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,500.00		0.00			
E 16	8	10/08/12	10/08/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
8 NEWS NOW @ 5P & 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,500.00		0.00			
E 17	8	10/02/12	10/05/12	Price Is Right Price Is Right	CM	10-11a	-TWTF--	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					1	\$3,500.00		0.00			
E 18	8	10/02/12	10/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	4	\$1,300.00	LV2	0.00	NM	4	\$5,200.00
8 NEWS NOW @ 4P & 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,300.00		0.00			
E 19	8	10/08/12	10/08/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
8 NEWS NOW @ 4P & 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
E 20	8	10/02/12	10/05/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,200.00		0.00			
E 21	8	10/08/12	10/08/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
E 22	8	10/06/12	10/06/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$550.00		0.00			
E 23	8	10/02/12	10/05/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	-TWTF--	:30	4	\$1,000.00	LV1	0.00	NM	4	\$4,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,000.00		0.00			
E 24	8	10/08/12	10/08/12		CM	7-9a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00

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				CBS This Morning 7-9a										
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,000.00		0.00			
E 25	8	10/02/12	10/05/12	8 News Now 5a M-F	CM	5-6a -TWTF--	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
				8 News Now 5a M-F										
				8 NEWS NOW @ 5A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$800.00		0.00			
E 26	8	10/08/12	10/08/12	8 News Now 5a M-F	CM	5-6a M-----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				8 News Now 5a M-F										
				8 NEWS NOW @ 5A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$800.00		0.00			
E 27	8	10/02/12	10/05/12	Ellen	CM	3-4p -TWTF--	:30	4	\$1,000.00	LV2	0.00	NM	4	\$4,000.00
				Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,000.00		0.00			
E 28	8	10/08/12	10/08/12	Ellen	CM	3-4p M-----	:30	1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00
				Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,000.00		0.00			
E 29	8	10/08/12	10/08/12	Mon 10-11p	CM	10-11p M-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
				Hawaii Five-O										
				HAWAII FIVE O										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$12,000.00		0.00			
E 30	8	10/04/12	10/04/12	Thu 8-9p	CM	8-9p ---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
				Big Bang / 2 1/2 Men										
				BIG BANG/TWO & A HALF MEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$18,000.00		0.00			
E 31	8	10/02/12	10/02/12	Tue 9-10p	CM	9-10p -T-----	:30	1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
				NCIS: LA										
				NCIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$25,000.00		0.00			
E 32	8	10/06/12	10/07/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00
				8 News Now Sa/Su 11p										
				8 NEWS NOW @ 11P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----SS				1	\$1,100.00		0.00			
E 33	8	10/02/12	10/05/12	M-Su 137-4a Overnite R6M		1.37a-4a -TWTF--	:30	2	\$50.00	LV1	0.00	NM	2	\$100.00
				Overnight Rotator		(1:37 XM-4:00 XM)								
				OVERNIGHT ROS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--				2	\$50.00		0.00			
N 34	8	10/03/12	10/03/12	Wed 9-10p	CM	9-10p --W----	:30	1	\$12,700.00	LV1	0.00	NM	1	\$12,700.00
				CSI										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$12,700.00		0.00			
												Totals	68	\$141,550.00